

What is claimed:

1 1. A method for automatically inserting hyperlinks into a  
2 webpage containing text, the method comprising the steps of:

3 (1) comparing the text to one or more character strings  
4 contained in a database in order to identify specific  
5 character strings from the database that appear in the text,  
6 wherein each of the character strings has an associated  
7 hyperlink that is also contained in the database; and

8 (2) for each of the identified character strings  
9 contained in the text, inserting the associated hyperlink  
10 into the webpage.

1 2. The method of claim 1 wherein the text comprises  
2 content of a newsgroup article.

1 3. The method of claim 1 wherein the hyperlinks are  
2 inserted into the text of the webpage

1 4. The method of claim 3 wherein the step of inserting the  
2 associated hyperlink further comprises the step of  
3 reconfiguring computer code used to form the webpage such  
4 that the identified character strings change appearance and  
5 the user may select the hyperlink by mousing clicking on the  
6 identified character strings.

1        5.    The method of claim 1 further comprising the step of  
2        providing a designation for a product to producers of the  
3        text, and wherein the database includes the designation as  
4        one of the character strings.

1        6.    The method of claim 1 further comprising the step of  
2        determining a general topic of the text, wherein the  
3        character strings contained in the database are selected  
4        based upon the topic.

1        7.    The method of claim 1 wherein only the first occurrence  
2        in the text of any character string is hyperlinked.

1        8.    A method for directing a user to a particular website,  
2        the method comprising the steps of:

3            (1)    identifying said website in a newsgroup article by  
4            searching character strings in said article and identifying  
5            predefined character strings as corresponding to said  
6            website.

7            (2)    adding a hyperlink to the website into a newsgroup  
8            article;

1           (3) displaying the newsgroup article including the  
2     hyperlink;

3           (4) accepting an input from the user to select the  
4     hyperlink; and

5           (5) redirecting the user to the webpage.

6     9.    A system for automatically inserting relevant  
7     hyperlinks into the text contained in a file, the system  
8     comprising:

9           loading means to receive the text;

10          comparison means to determine if a character string  
11     from a database appears in the text, wherein the database  
12     character further contains a hyperlink that is associated  
13     with the character string; and

14          insertion means for placing the hyperlink into the  
15     webpage if the character string appears in the text.